Public Relations Guild

Report Summary

Month's Progress

We are beginning to get organized! Frater Oz has inherited a number of PR materials & is sorting through them. We have also been given a copy of the membership list, and access to the CSU mailbox.

Interviews

Several interviews are currently being arranged for television, radio, and print. We are hoping the journalism students will advise us on assembling our press kit.

What the Guild Needs

Access to our computer account! We also need a web browser, and a phone in the office. We'd like to print business cards, as well.

Information Tables

Our Women's Day table was a success. Next table will be part of the Earth Day celebrations. We are now working with Writers' Guild to produce documentation on Paganism which can be distributed at future tables.

Networking

We are laying the groundwork for relationships with the campus newspapers & with the students at *Concordia Today*. We are actively recruiting folks to lead new workshops. We are also expanding the distribution network for *Tidings* and other CUPS documentation.

Web Page

Work would proceed so much faster if we had access to our account! In the meantime, we are working with a graphic artist who is designing artwork for the new web page.

Month's Progress

Well, Frater Oz finally inherited the PR materials accumulated by previous guild heads! He is currently sorting through them, and used a few items for the Women's Day information table. He is also holding regular office hours on Mondays, and working on getting information about printing CUPS announcements in the campus newspapers.

Since many of the messages coming in through the CSU pertain to publicity, Laurie has added Frater Oz to the list of responsible folks who can pick up mail. Thanks for arguing with CSU, Laurie! We have also been provided with a current membership list; this makes it much easier to contact workshop & ritual leaders for PR purposes!

Interviews

The guild is very busy arranging interviews, right now. We have had requests from Andrea of *Concordia Today* and Sue Hirshorn of the *Thursday Report*. Both reporters have been contacted; we have delivered some information on CUPS to Sue's office, and will be seeing Andrea in Willow's class on Thursday night.

The request that came in our messages at the CSU turned out to be from a student who wanted a palmist for a class project due this week. Apparently the young woman thought CUPS was no longer active, which is why she waited

so long to contact us. Frater Oz left his phone number with her for future use, but with two major interviews in the works, we simply couldn't find anyone to help on such short notice.

Willow & Frater Oz have also been approached about doing an interview for CKUT.

Workshop leaders have been contacted about the possibility of Andrea filming CUPS activities. In future, it would simplify matters if we knew ahead of time whether a leader would permit reporters to visit their ritual or workshop. Could we make this a routine question when activities are being scheduled?

In order to handle all the requests for interviews, the guild is recruiting members who can speak on CUPS' behalf. Michael David has already agreed to help out.

What the Guild Needs

Our primary concern at the moment is access to the CUPS computer account, and information on its use. We have been told that a considerable amount of e-mail has piled up, and we are currently unable to access or answer it. We may need to purchase a web browser in order to work on design and maintenance of the web page itself. We'll know more once we have spoken to somebody with information on the account.

We have been making great use of the printing services at Concordia. During February & early March CUPS spent almost $30.00 on photocopies, the majority of which were for publicity purposes. We would like to ensure that we will continue to have adequate funding for printing in the future, as well as the freedom to print at Concordia: the university's prices are considerably less expensive, since they charge no tax! In the near future, we would like to look into the possibility of getting some business cards printed, too.

Finally, we need a phone in the office! Having the phone in the office would afford all executive members the opportunity to take care of internal and external business during our office hours, something which is particularly important to the Public Relations Guild. It would mean printing a single phone number for information on all CUPS activities, and direct access to a member of the executive during office hours. Provided that we have an answering machine or service, it would also mean executive members could check messages remotely during times when no one is at the office. And we could leave information about rituals and other events on the outgoing message, so members could check in last minute & be sure they have the correct time and location....

Information Tables

Our Women's Day information table was a success. Writers' Guild provided us with small announcements for our Ostara ritual; on the back there was a brief description of the holiday itself. We also distributed *Tidings* and a reprinted version of the CUPS mandate. A new proposal form, for workshop and ritual leaders, was on hand for folks who want to help out with these events.

Since the CUPS library has finally arrived at the office, we borrowed several books we thought might be of interest to women. Some spring issues from our periodical collection were included, as well as some books Willow loaned us for the day.

We had no problem recruiting volunteers for the table: within five days of posting the schedule for the table, all but one of the slots on it were filled! Unfortunately, folks didn't seem to want to stick with their scheduled shifts, and we had to scramble a little when Jim discovered he had to go into work that afternoon. Fortunately, he got off early & was able to help us after all. By that time we had some four volunteers at the table! The guild will have to look at strategies for spreading out these volunteers over the whole day, rather than getting them in clumps. It's also more difficult to get volunteers for morning hours....

Many thanks to Laurie, who was at the table all day! Thank you notes will be going out to all our volunteers, but we want to give Laurie special mention for

helping us out of a jam when Willow was ill. Way to go, VP!

The next information table will publicize Beltane and our early spring events, including elections. Since we have been asked to put up a table as part of the Earth Day activities at the end of April, we will not be organizing any independent tables before May.

In the meantime, the guild will be looking at the publicity documents we have inherited, and working with Writers' Guild to produce some more comprehensive documents that can be handed out - we have a lot of requests for copies of things like the Wiccan glossary, of which we have only one copy!

Networking

Frater Oz has been making use of his office hours to drop by the Concordian & speak to their staff about advertising for CUPS. A current copy of *Tidings* has been dropped off so that they will be kept abreast of our March activities.

We have also taken down the phone numbers of all the campus newspapers so that we can contact them for information on announcing CUPS activities. We are hoping that the students who work on *Concordia Today* will be able to help us work on our press kit, and possibly film a promotional video on Paganism.

Writers' Guild has provided us with a new proposal sheet for folks who would like to lead a workshop or ritual. We have already given out two of them to current members: Hertha has promised to write up a proposal for another of her infamous herb weekends, and Izzy took a form for her storytelling in the park workshop. Frater Oz has been able to recruit as well several accomplished ceremonial magicians and Witches, one of whom is a master of martial arts. Eddlyn Desruisseau, the priestess who organized the public voodoo celebration in February, has promised to contact us about coming to do public rituals at CUPS in the near future. In addition, Frater Oz himself has four workshops planned for summer and early fall.

We have been approached by the group organizing next month's Earth Day events. The activities will take place over a period of several days, and CUPS has been invited to put up an information table as part of the events. Someone will be contacting Frater Oz with more information shortly.

Lastly, we are working at increasing the range of distribution for CUPS publicity, specifically for *Tidings*. Copies have been left at the Mélange Magique and our office, and Laurie has promised to drop some by the CSU office. Frater Oz will also be approaching the folks at Paradigme Books about distributing *Tidings* in their store. We will be taking future copies to other occult, new age, and herb stores in an attempt to broaden our range of outreach. By fall we hope to begin sending monthly copies to many departments and student groups within the university, as well.

Web Page

Although we still haven't got access to our computer account, the guild is hard at work on the new web page. We have drawn up some rough ideas for the page and have engaged the Brandwinn, a graphic artist with Wytchkraft Arts and Graphics, to assist us with the work. He has agreed to do all the work for free, provided that he retains copyrights to all his artwork.

The main concern we had with the artwork is to simplify it, while at the same time retaining its universal appeal to Pagans of all flavours. Brandwinn has shown us some of his ideas for achieving this goal. The initial work he has shown us is quite ingenious, as it allows us to incorporate links to various areas of our web page and to other pages our members might find useful. We are sure the finished product will be quite eye-catching!

Our first priority, however, will be to answer all the e-mail that has piled up at our address. Apparently no one has been answering the e-mail for several months. Frater Oz managed to contact Anuska for the password, but she neglected to give us the phone number we need to access the account. We are trying to contact CUG directly for more information, but haven't had any success as yet. Hopefully Michael David can help us access our e-mail, at least.